

Yunfei (Jesse) Yao

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EDUCATION

University of California, Berkeley, Ph.D. Business Administration, 2023 (expected)

Stanford University, Exchange student in Economics, 2019

University of Michigan, B.S. Mathematics, B.S. Statistics, 2017

Peking University, Major in Mathematics, 2012 - 2015

RESEARCH INTERESTS

- Competitive Strategy
- Incentives and Contracts
- Economics of Information

PAPERS

- Dynamic Persuasion and Strategic Search *Job Market Paper*
- Failure of Reputation for Privacy
- Multi-attribute Search
- Choice Deferral and Search Fatigue (with Z. Eddie Ning and J. Miguel Villas-Boas)
- A Dynamic Model of Optimal Retargeting (with J. Miguel Villas-Boas) *Marketing Science*, 2021

WORK IN PROGRESS

- Optimal Contract with Lockout Technology (with Brett Green)
- Unifying Fairness and Efficiency in Multi-dimensional Screening: A Decentralization Approach

TEACHING EXPERIENCE

- Graduate Student Instructor, Marketing Strategy (MBA), 2022
- Graduate Student Instructor, Microeconomic Theory (graduate), 2020
Teaching Evaluation: 6.31/7; Department avg.: 5.67/7
- Graduate Student Instructor, Marketing (undergraduate), 2019

INDUSTRY EXPERIENCE

SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

HONORS AND AWARDS (GRADUATE)

- ISMS Doctoral Consortium Fellow, 2020, 2021
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020
- Sasakawa Young Leadership Fellowship, 2018
- Dean of the graduate division award, 2017

SELECTED COURSEWORK

Marketing:

Marketing Strategy

J. Miguel Villas-Boas

Special Research Topics in Marketing Strategy
Discrete Choice Model
Choice Theory and Modeling
Structural Models*
Bayesian Modeling*
Judgment and Decision Making

Ganesh Iyer
Przemek Jeziorski
Fred Feinberg
Puneet Manchanda
Anocha Aribarg
Ellen Evers

Economics:

Microeconomic Theory I
Microeconomic Theory II
Macroeconomic Theory I
Decision Theory and Epistemic Game Theory
Game Theory and Economic Applications
Game Theory
Mechanism Design
Contracts, Information, and Incentives*
Theory and Practice of Auction Market Design*
Continuous-time Methods in Economics*
Continuous-time Asset Pricing Theory
Corporate Finance Theory
Industrial Organization (theory)
Industrial Organization (empirical)

David Ahn
Haluk Ergin
Andrés Rodríguez-Clare, Pierre-Olivier Gourinchas
David Ahn
Gabriel Carroll
Yuichiro Kamada
Philipp Strack
Ilya Segal
Paul Milgrom, Michael Ostrovsky
Yuliy Sannikov
Richard Stanton
Brett Green, Dmitry Livdan
Joseph Farrell
Kei Kawai

Econometrics, Statistics, OR, and CS

Econometrics I
Econometrics II
Machine Learning
Statistical Inference
Linear Model
MCMC
Linear Programming

Michael Jansson, Bryan Graham
Demian Pouzo, James Powell
Jacob Abernethy
Ya'acov Ritov
Ya'acov Ritov
Yves Atchade
Jon Lee

Extensive and rigorous mathematical training

in analysis, algebra, geometry, topology, combinatorics, number theory, differential equations, and probability

*: audited while fully participated in the lectures, assignments, and exams